

The Value of Outsourcing Your Marketing

Marketing is hard. New research shows that many financial advisors lack a defined marketing strategy and aren't sure which strategies and technologies are most effective.

Good news — Enlisting the help of an external financial marketing partner makes it easier to boost lead generation, client acquisition and return on marketing investment (ROMI). Here's how.

1. FOCUSED MARKETING STRATEGY



Arming yourself with a financial marketing partner gives you the know-how, experience and follow-through to effectively target the right prospects and clients.

83% of financial advisors are challenged in developing a marketing plan and strategy.

82% have difficulties selecting the appropriate technology to leverage.

88% of financial advisors are challenged in finding time for marketing efforts.

Broadridge study, May 2019

2. TIME SAVINGS

Employing an external marketing partner allows you to focus on client relationships while your marketing partner executes continuous marketing engagement.

Experts recommend communicating with clients **12 to 18** times per year to stay top-of-mind.



Phone Call



Personal Meeting



Email



Newsletter



Social Media



Client Events (seminars)

70% of investors have reallocated investments or changed relationships with investment providers based on content found on social media.

Cogent Research 2013 study

3. SMARTER FINANCIAL INVESTMENT

Outsourcing marketing can result in cost savings compared with hiring an in-house expert — especially when you factor in salary, benefits, marketing technology and advertising spend.

\$102,322 median salary for marketing manager in United States.

\$11.60 per hour additional cost to fund employee benefits.

U.S. Bureau of Labor Statistics, 2018

CITY	SALARY	SALARY+BONUS
San Francisco, CA	\$128,209	\$136,907
New York, NY	\$123,809	\$132,208
Washington, DC	\$113,240	\$120,921
Chicago, IL	\$108,461	\$115,819
Dallas, TX	\$101,334	\$108,209
Miami, FL	\$99,610	\$106,368

Data from Salary.com, August 2019

4. REDUCED RISKS



Bringing marketing experts in-house can expose your practice to risk:

- Do they have the right skill sets and knowledge?
- Are they well versed in compliance and financial regulations?
- Have they managed successful financial services marketing campaigns?

84% of financial advisors are challenged in finding the right people to help with marketing.

Broadridge study, May 2019

Market smarter. Win more business. Broadridge can help.

Demystify the marketing process by partnering with Broadridge, the industry leader. Our uniquely comprehensive financial marketing toolkit provides engaging content and intelligent technologies to help you crack the marketing code.

Ready to take the next step?

Call **+1 800 233 2834**, email **advisorsolutions@broadridge.com** or visit **broadridge.com/advisor** to learn more.

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